

Regular Council Meeting
September 29, 2022

FRESNO CITY COUNCIL



Supplemental Packet

ITEM(S)

1-TT (ID 22-1502)

Actions pertaining to public education services for Measure M and Measure C

1a. Uphold the City Manager's finding that Local Government Strategic Consulting (LGSC) is uniquely qualified to provide public education services related to Measure M (Veterans' Services and Facilities)

1b. Approve a consultant services agreement with Local Government Strategic Consulting in an amount not to exceed \$500,000

2a. Uphold the City Manager's finding that Jeffrey Scott Agency (JSA) is uniquely qualified to provide public education services related to Measure C (Transportation)

2b. Approve a consultant services agreement with Jeffrey Scott Agency (JSA) to provide public education services regarding Measure C in an amount not to exceed \$250,000

Contents of Supplement: Updated Staff Report

Item(s)

Supplemental Information:

Any agenda related public documents received and distributed to a majority of the City Council after the Agenda Packet is printed are included in Supplemental Packets. Supplemental Packets are produced as needed. The Supplemental Packet is available for public inspection in the City Clerk's Office, 2600 Fresno Street, during normal business hours (main location pursuant to the Brown Act, G.C. 54957.5(2)). In addition, Supplemental Packets are available for public review at the City Council meeting in the City Council

REPORT TO THE CITY COUNCIL

FROM: COUNCILMEMBER LUIS CHAVEZ

COUNCIL VICE PRESIDENT TYLER MAXWELL

GEORGEANNE A. WHITE, City Manager
Office of the Mayor & City Manager

SUBJECT

..Title

Actions pertaining to public education services for Measure M and Measure C

- 1a. Uphold the City Manager's finding that Local Government Strategic Consulting (LGSC) is uniquely qualified to provide public education services related to Measure M (Veterans' Services and Facilities)
- 1b. Approve a consultant services agreement with Local Government Strategic Consulting in an amount not to exceed \$450,000
- 2a. Uphold the City Manager's finding that Jeffrey Scott Agency (JSA) is uniquely qualified to provide public education services related to Measure C (Transportation)
- 2b. Approve a consultant services agreement with Jeffrey Scott Agency (JSA) to provide public education services regarding Measure C in an amount not to exceed \$200,000

..Body

RECOMMENDATION

Councilmember Luis Chavez, Council Vice President Tyler Maxwell, and the City Manager requests City Council to find LGSC and JSA uniquely qualified as set forth in AO 6-19 and recommends approval of a consultant services agreements with LGSC and JSA in amounts not to exceed \$450,000 for LGSC and \$200,000 for JSA for public education services related to Measure M and Measure C, and to authorize the City Manager, or designee, to execute the agreement on behalf of the City.

BACKGROUND

Measure C

Measure C is the ½ cent sales tax for transportation in Fresno County. Originally adopted in 1986, Measure C was extended in 2006 and is set to expire in 2027. In August of 2019, the Fresno County Transportation Authority (FCTA) Board authorized staff to begin efforts to renew Measure C with a target date of November 2022 to place the renewal measure on the ballot

On August 11, 2022, City Council adopted Resolution 2022-178 in support of the Measure C Renewal Expenditure Plan and Implementing Guidelines. The 14 incorporated cities in Fresno County passed similar resolutions in support. Subsequently, the Fresno County Board of Supervisors met on August 12, 2022, to place this the Measure C Renewal on the November ballot.

If approved by voters, Measure C is anticipated to allocate over \$2.88 billion for the City of Fresno, with funds dedicated to improving streets and sidewalks across all council districts, enhancing transit services, adding active transportation facilities, improving air quality, reducing traffic congestion, and improving safety. It will address the transportation needs in disadvantaged areas within the City and throughout Fresno County.

JSA will develop a multilingual public information campaign. All materials developed shall be factual and impartial concerning the ballot measure.

Measure M

On February 4, 2022, the City entered into an Agreement wherein Local Government Strategic Consulting, LLC. (LGSC) agreed to provide the City with strategic and technical assistance to develop a ballot measure, COVID-19 response communications services, City Council District outreach, and legislative counsel services. The Agreement contemplated development of a ballot measure for placement on the November 8, 2022, consolidated general election ballot. LGSC has provided and continues to provide technical assistance for the development and placement of the Fresno Veterans Support Revenue Enhancement Ordinance (Measure M), approved by the City's Council on August 18, 2022. The City desires to contract with LGSC to provide for impartial public education services relative to Measure M on the November 8, 2022 consolidated general election ballot for a total contract amount not to exceed \$450,000.

ENVIRONMENTAL FINDINGS

This is not a "project" for the purpose of CEQA pursuant to CEQA Guidelines Section 15378.

LOCAL PREFERENCE

Both LGSC and JSA are local companies as defined in Fresno Municipal Code 4-109(b).

FISCAL IMPACT

\$500,000 was appropriated in the FY 2023 General City Purpose budget for ballot measures. \$200,000 was appropriated in FY 2023 General City Purpose budget for ethnic outreach. \$150,000 of that appropriation will be used for multi-lingual portions of both public education campaigns.

Attachments:

- City Manager's Uniquely Qualified Findings
- Consultant Services Agreements